

Peru-Ica City

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Peru GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Peru could include in a comprehensive tobacco control program.

The Peru GYTS was a school-based survey of students in ANO's 1-5, conducted in 2002. A two-stage

cluster sample design was used to produce representative data for all of Peru. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 96.6%, the student response rate was 89.5%, and the overall response rate was 86.4%. A total of 2540 students participated in the Peru GYTS.

Prevalence

43.3% of students had ever smoked cigarettes (Male = 48.6%, Female = 37.5%)
 17.9% currently use any tobacco product (Male = 21.6%, Female = 13.8%)
 15.8% currently smoke cigarettes (Male = 19.6%, Female = 11.8%)
 4.1% currently use other tobacco products (Male = 4.5%, Female = 3.5%)
 24.5% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

16.1% think boys and 14.4% think girls who smoke have more friends
 11.9% think boys and 9.1% think girls who smoke look more attractive

Access and Availability - Current Smokers

10.5% usually smoke at home
 67.1% buy cigarettes in a store
 77.0% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

28.9% live in homes where others smoke in their presence
 40.0% are around others who smoke in places outside their home
 86.3% think smoking should be banned from public places
 55.5% think smoke from others is harmful to them
 40.2% have one or more parents who smoke
 11.2% have most or all friends who smoke

Cessation - Current Smokers

82.9% want to stop smoking
 76.7% tried to stop smoking during the past year
 64.6% have ever received help to stop smoking

Media and Advertising

87.9% saw anti-smoking media messages, in the past 30 days
 87.0% saw pro-cigarette ads on billboards, in the past 30 days
 68.0% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 10.2% have an object with a cigarette brand logo
 9.3% were offered free cigarettes by a tobacco company representative

School

50.6% had been taught in class, during the past year, about the dangers of smoking
 42.5% had discussed in class, during the past year, reasons why people their age smoke
 42.9% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 17.9% of students currently use any form of tobacco; 15.8% currently smoke cigarettes; 4.1% currently use some other form of tobacco.
- ETS exposure indicates that nearly 3 in 10 students live in homes where others smoke in their presence; 4 in 10 are exposed to smoke in public places; over 4 in 10 have parents who smoke.
- A little over half of students polled think smoke from others is harmful to them.
- Over 8 in 10 students think smoking in public places should be banned.
- Over 8 in 10 smokers want to quit.
- Almost 9 in 10 students saw anti-smoking media messages in the past 30 days; Almost 9 in 10 students saw pro-cigarette ads on bill-boards in the past 30 days.
- Almost 7 in 10 saw pro cigarette ads in newspapers or magazines.